Saturday, September 23, 1911 Burbank, California

Warner/Reprise Loss Leaders are full stereo, double albums in deluxe packaging. Each double album ($2 for two records) averages about 28 selections. Each is filled with the finest selections from the artists' latest work, plus some extra collectors' items (such as unreleased singles).

You can't buy Loss Leaders in a store; they are available only by mail.

We can get away with that low price because these celebrated artists and this record company have agreed not to make a profit on this venture. We (and they) feel it's more important that these albums-about-other-albums be heard.

Each Loss Leader is divinely packaged, having been designed at no little expense by our latently talented Art Department.

Loss Leaders are compiled from new stuff, NOT old tracks dredged out of our Dead Dogs files. No selections are used on more than one album.

If our Accounting Department were running the company, they'd charge you $9.96 for each album. But they're not. Yet.

Still, if you're as suspicious of big record companies as we feel you have every right to be, we can only tell you that Warner/Reprise is not 100% benevolent. It's our fervent hope that—after hearing one of the Loss Leaders—you'll be encouraged to pick up more of what you hear on these special albums, at regular retail prices. That's where the profit lies. We think.

To: LOSS LEADERS, P.O. Box 6868
Burbank, Calif. 91510

Yes, please send those I've checked below, post haste as possible.
My check/money order, made payable to WARNER BROS. RECORDS, for $_____ is enclosed for

_____SONGBOOK ($2)
_____RECORD SHOW ($2)
_____THE BIG BALL ($2)
_____DAYS OF WINE & VINYL ($2)
_____BURBANK ($2)
_____SCHLAGERS ($2)
_____HOT PLATTERS ($2)
_____THE WHOLE BURBANK CATALOG ($2)
_____APPETIZERS ($2)
_____HARD GOODS ($2)

Name _____

Address _____

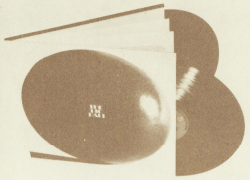
City _____ State _____ Zip _____

Allow six weeks for the U. S. Postal People to get back to you. Offer good only in U.S. and Canada.

THE WARNER/REPRISE LOSS LEADERS

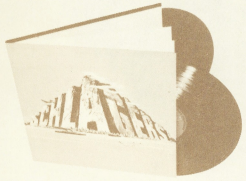
BURBANK

TOWER OF POWER: Down to the Nightclub
ALICE COOPER: Public Animal #9
ARLO GUTHRIE: Voter Registration Rag
DEEP PURPLE: When a Blind Man Cries
JOHN RENBOURN. Kokomo Blues
FANNY: Borrowed Time
T. REX: Telegram Sam
FOGHAT: Highway (Killing Me)
JIMI HENDRIX: The Stars That Play with Laughing Sam's Dice
MARK VOLMAN AND HOWARD KAYLAN I Been Born Again
BEAVER & KRAUSE: Bluebird Canyon Stomp
BOB WEIR: Cassidy
and another baker's dozen.



THE BIG BALL

JOHN SEBASTIAN: Red-Eye Express
THE BEACH BOYS: This Whole World
ARLO GUTHRIE: Coming Into Los Angeles
VAN MORRISON: Caravan
NORMAN GREENBAUM: Jubilee
FLEETWOOD MAC: Oh Well (Parts 1 & 2)
JETHRO TULL: Nothing Is Easy
FACES: Flying
FAMILY: No Mule's Fool
KINKS: When I Turn Out the Living Room Light
THE EVERLY BROTHERS: I'm on My Way Home Again
JONI MITCHELL: Big Yellow Taxi
NEIL YOUNG: The Loner
GORDON LIGHTFOOT: Approaching Lavender
RANDY NEWMAN: Mama Told Me Not to Come
JAMES TAYLOR: Fire and Rain
CAPTAIN BEEFHEART: Ella Guru
THE MOTHERS OF INVENTION: W.P.L.J.
THE GRATEFUL DEAD: Turn on Your Love Light
and many, many more.



SCHLAGERS!

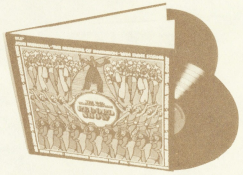
PETULA CLARK: Fill the World with Love
PETER, PAUL & MARY: The Song Is Love
ELLA FITZGERALD: I'll Never Fall in Love Again
GLENN YARBROUGH: Sunshine Fields of Love
JONI MITCHELL: Chelsea Morning
GORDON LIGHTFOOT: Pony Man
MIRIAM MAKEBA: For What It's Worth
ARLO GUTHRIE: Stealin'
ROD McKUEN: Jean
THE ASSOCIATION: Dubuque Blues
KENNY ROGERS & THE FIRST EDITION: Reuben James
RANDY NEWMAN: My Old Kentucky Home
DOUG KERSHAW: Diggy Diggy Lo
and much more.

DAYS OF WINE AND VINYL

ARLO GUTHRIE: The Ballad of Tricky Fred
TIM BUCKLEY: Move With Me
CAPTAIN BEEFHEART: Too Much Time
THE YOUNGBLOODS: Speedo
DAVID BOWIE: Can't Help Thinking About Me
ROXY MUSIC: Virginia Plain
JAMES TAYLOR: Don't Let Me Be Lonely Tonight
AMERICA: Head & Heart
DION: Sea Gull
THE INCREDIBLE STRING BAND: My Father Was a Lighthouse Keeper
BONNIE RAITT: Too Long at the Fair
JETHRO TULL: Living in the Past
HARPERS BIZARRE: Poly High
and as many again.

SONGBOOK

WILD MAN FISCHER: Songs for Sale
JETHRO TULL: My Sunday Feeling
THE PENTANGLE: Sweet Child
VAN MORRISON: Slim Slow Slider
NEIL YOUNG: I've Been Waiting for You
THE EVERLY BROTHERS: Lord of the Manor
VAN DYKE PARKS: The All Golden
RANDY NEWMAN Davy the Fat Boy
THE MOTHERS OF INVENTION: The Air
THE FUGS: Wide, Wide River
ARLO GUTHRIE: The Pause of Mr. Claus
THE KINKS: Picture Book
JIMI HENDRIX: Red House
MIRIAM MAKEBA: I Shall Be Released
and that's only half of it.



RECORD SHOW

NEIL YOUNG: Cinnamon Girl
THE GRATEFUL DEAD: Doin' That Rag
THE EVERLY BROTHERS: Empty Boxes
DOUG KERSHAW: Son of a Louisiana Man
ARLO GUTHRIE: Every Hand in the Land
JONI MITCHELL: The Fiddle and the Drum
THE PENTANGLE: Once I Had a Sweetheart
PETER, PAUL & MARY: Going to the Zoo
RANDY NEWMAN: Yellow Man
ELLA FITZGERALD: The Hunter Gets Captured by the Game
THE FUGS: Yodellin' Yippie
THE MOTHERS OF INVENTION: Electric Aunt Jemima
JETHRO TULL: Fat Man
THE JIMI HENDRIX EXPERIENCE: Stone Free
THE KINKS: Nothing to Say
FATS DOMINO: Me and My Monkey
and over a dozen more.

APPETIZERS

FACES: Borstal Boys
ALICE COOPER: Billion Dollar Babies
PROCOL HARUM: Toujours L'Amour
THE DOOBIE BROTHERS: Dark Eyed Cajun Woman
T. REX: Born to Boogie
DEEP PURPLE: I'm Alone
ARLO GUTHRIE: Lovesick Blues
PAUL BUTTERFIELD: Baby Please Don't Go
SEALS & CROFTS: Jessica
VAN MORRISON: Warm Love
MARTIN MULL: Licks Off of Records
THE BEACH BOYS: Susie Cincinnati
and 14 more.

HOT PLATTERS

DEEP PURPLE: Strange Kind of Woman
JOHN BALDRY: It Ain't Easy
T. REX: Hot Love
RANDY NEWMAN: Last Night I Had a Dream
JACKIE LOMAX: Helluva Woman
PAUL STOOKEY: Sebastian
NORMAN GREENBAUM: Circulate
GORDON LIGHTFOOT: Ten Degrees & Getting Colder
THE BEACH BOYS: Feel Flows
FANNY: Soul Child
THE KINKS: Animals in the Zoo
RY COODER: On a Monday
and a great deal more.

THE WHOLE BURBANK CATALOG

JERRY GARCIA: The Wheel
JACKIE LOMAX: Lavender Dream
RY COODER: Money Honey
ARLO GUTHRIE: Ukulele Lady
FACES: Memphis
MALO: Nena
FLEETWOOD MAC: Show Me a Smile
JETHRO TULL: Sweet Dream
ALICE COOPER: Be My Lover
T. REX: Bang a Gong
CAPTAIN BEEFHEART: Click Clack
SEALS & CROFTS: Sudan Village
AMERICA: Sandman
and many others.

HARD GOODS

GRAHAM CENTRAL STATION: We've Been Waiting
THE DOOBIE BROTHERS: Pursuit on 53rd Street
FOGHAT: That'll Be the Day
VAN MORRISON: Ain't Nothin' You Can Do
DEEP PURPLE: "A" 200
FRANK ZAPPA: Cosmik Debris
TODD RUNDGREN: Heavy Metal Kids
THE MARSHALL TUCKER BAND: Another Cruel Love
GREGG ALLMAN: Please Call Home
NEIL YOUNG and GRAHAM NASH with the Stray Gators: War Song
ALAN PRICE: In Times Like These
SEALS & CROFTS: Dance By the Light of the Moon
THE BEACH BOYS: Vegetables
ROBIN TROWER: About to Begin
and 13 more

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